

ABSTRACT

A video display apparatus comprises: a converting circuit for executing nonlinear conversion for an input signal; a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of a display screen from the input signal; and an adjustment circuit receiving an output of the converting circuit for adjusting the received signal on the basis of the display brightness featured value, wherein the display brightness featured value detecting circuit is placed on a stage after the converting circuit, and an image is displayed on the basis of an output of the adjustment circuit.